

CE/EMO/P18-0499

2 June 2021

Planning – Development Control
Camden Council
Camden Town Hall
London
WC1H 8ND

Dear Sir/Madam

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
4-8 Haverstock Hill, Chalk Farm, London NW3 2BL
Planning Portal Reference PP-09902373

Pegasus Group is instructed by Co-operative Group Food Limited to submit an application for advertisement consent for the installation of new signage in connection with the occupation of the new retail unit at 4-8 Haverstock Hill, Chalk Farm as a Co-op food store.

Accordingly, the following documents have been submitted online via the Planning Portal (ref. PP-09902373):

1. Completed application form;
2. Site Location Plan (drg. no. P-101);
3. External Signage Scheme (including Proposed Elevations and Signage Specifications) (drg. no. 27451v01); and
4. Design and Access Statement (included in this letter).

The application fee has been paid online via the Planning Portal on submission of the application.

Design and Access Statement

Background to the Proposal and the Site

The application site comprises a ground floor unit within a new development at 4-6 Haverstock Hill, Chalk Farm. The redevelopment of the site was approved through planning permission 2015/0487/P as amended by 2020/3347/P 2020/1487/P and 2017/3018/P. The approved development comprises the demolition of the existing buildings with the retention of the Crogsland Road façade and the construction of a part 4, part 5 storey building comprising assembly and leisure and/or retail at ground floor level and 19 no. residential apartments on the upper floors.

PLANNING | DESIGN | ENVIRONMENT | ECONOMICS

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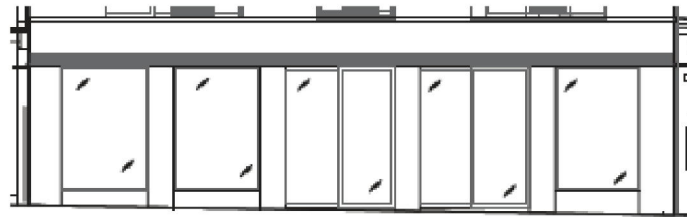
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The site lies within the Primary Frontage in Camden Town Centre and is outside of, but adjacent to the boundary of the Chalk Farm Conservation Area.

The approved shopfront for the retail unit includes space for a fascia above and an extract from the approved South West Elevation is provided below.



Extract from Approved Elevations

The character of the area around the site is generally commercial in nature and there is a wide variety of signage on display including internally and externally illuminated fascia and projecting signs.

The Proposal

The proposal before the Council seeks to provide the following signs:

- 1 no. fascia sign with internally illuminated built up metal logo and non-illuminated white Perspex lettering; and
- 1 no. internally illuminated projecting sign with built up metal letters and acrylic faces.

Planning Policy

National Planning Policy Framework (2019)

National policy and guidance is set out in the Government's National Planning Policy Framework (NPPF) published in February 2019. This replaced and updated the previous National Planning Policy Framework 2012 and July 2018. The NPPF needs to be read as a whole and is intended to promote the concept of delivering sustainable development.

It provides at Paragraph 132 that:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

The term 'amenity' is not exhaustively defined within the Regulations, but is a term for interpretation by the local planning authority as it applies in any particular case.

Local Planning Policy

The adopted development plan for the site is the Camden Local Plan (2017).

Policy D4 of the Local Plan states that the Council will require advertisements to preserve or enhance the character of their setting and the host building. It further states that advertisements that preserve the character and amenity of the area will be supported and that those which contribute to an unsightly proliferation of signage in the area will be resisted.

Signs should not have an adverse impact on amenity through light pollution and those which are sited above fascia level will be resisted.

Also of relevance is the Camden Planning Guidance in relation to adverts and this guidance has been taken into account in the design of the proposals.

Design

The proposals will provide an internally illuminated logo above the entrance doors to the retail store, and non-illuminated lettering to enhance the legibility of the store. A projecting sign is also proposed to enhance the visibility of the store to passing traffic.

The shopfront signage is proposed to be installed in an approved fascia band for the site which will provide continuity with the neighbouring unit when proposals come forward for signage to serve that unit. Given that the signs are proposed to be installed at fascia height, this is acceptable and in accordance with the Camden's detailed planning guidance and adopted Policy.

The site lies within a town centre with a range of commercial uses at ground floor level in the wider area. While there are residential uses on the upper floors of the site and surrounding buildings, the proposed illumination is at a level which will not harm amenity, and is entirely appropriate in this location. It should also be noted that the level of illumination is below the industry standard at 300 cd/m².

Access

The new store signage is proposed to be sited at fascia level in an established signage zone.

The projecting sign is to be installed at a height and distance from the main highway where it will not cause a hazard to passing traffic or to pedestrians.

All illumination is static and at a luminance no greater than 300 cd/m² and, as such, will not cause distraction or dazzling to drivers passing the site.

It can therefore be seen that the signage is acceptable in highway terms.

Conclusion

It has been shown above that the proposal for new advertisements in connection with the new Co-op food store is acceptable in the location proposed in terms of design, and the impact on amenity and highway safety.

I trust that the above and enclosed are sufficient to register the application as valid and look forward to receiving confirmation of this shortly. However, if you require any further information, then please do not hesitate to contact me.

Yours faithfully



Emma Morrison
Planning Assistant

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